

Richmond Automobile News

TRANSCONTINENTAL TRIP STARTED IN MIDWINTER

Man and Two Women Leave Home
While New England Is
Snowbound.

ENGINE NEVER BALKED

Go Across Mojave Desert With Only
One Bottle of Water—For Two
Days Car Was Never Once Out of
Low Gear.

RANDOLPH, ME., July 26.—One of the most severe tests ever given to a new automobile has just been completed by three enthusiastic motor fans of this city, who have returned from a transcontinental trip of nearly six months' duration in a Franklin car. Two of the party were women, the owner of the car and her daughter, and the third was Alfred C. Hinkley, the driver, who piloted the car over the entire 13,000 miles of the tour.

Not many women would venture to start a trip while Maine was in the throes of midwinter, but these two did, leaving home late in December, with the roads were so thoroughly blocked with ice and snow it was necessary for a crew of seven men to chop a way for the car through snowbound New England.

Car Finally Made Boston.
The car finally made Boston, and the start for the Pacific coast was made on January 2.

"I have a new idea of what the Franklin car can do," Mr. Hinkley writes in telling of the high lights of the trip. "The car behaved beautifully all the way. We had no engine trouble whatever. The spark plugs were not even cleaned and no carbon was removed from the cylinders. The valves were untouched."

"I honestly believe no other make of car could have made the trip at the time of year we selected. Our engine never balked and not once did she heat. Two of the original tires are on the car at the present time, even with all the 'grief' we went through."

"In going across the Mojave Desert all other cars we saw had water cans or water bags or both. The only water we had was in the Thermos bottle. For two days we were not once out of low gear, and it must be remembered that aside from the passengers the entire car was loaded with luggage."

Sparks from Motorland

Hite P. Shepard, formerly with the Baker Electric Company, has taken the management of the Richmond Storage Battery Company, 1564 West Broad Street, distributors for Gould storage batteries.

Wilson Meeks, salesman for Smith & Hicks, has returned from his vacation trip to New York City.

L. E. Keppel, manager of the Firestone Tire and Rubber Company's Richmond branch, left last week for a business conference at the factory at Akron, Ohio.

E. A. Herbst, representing the Terminal Motor Company, accompanied by Edwin C. Sennelbach, special representative of the General Motors Acceptance Corporation, have returned from a visit to General Motors Company dealers in the Northern Neck of Virginia.

G. C. Walton, formerly connected with the Harper-Overland Company, has become associated with the Alsop Motor Corporation as salesman for Maxwell cars.

G. L. Oliver has joined the sales organization of the Alsop Motor Corporation.

Orbrey K. Miller, formerly with the Richmond Auto Tire Works, has joined the sales force of Massey & Co., distributors for Dart spark plugs.

D. D. Armstrong, president of the Armstrong Motor Company, announces the following dealers for the Commonwealth car:
C. F. Hughes, West Point, Va.
Stanley M. Jones, Martinsburg, S. C.
D. H. Jones, Fayetteville, N. C.
E. J. Jones, Milledgeville, S. C.
Z. H. Jones, Raleigh, N. C.
T. W. Jones, Heath Springs, S. C.
W. H. Jones, Oxford, N. C.

Tom Bell, manager Bell 2-in-1 Tire Company, incorporated, has returned from a visit to the Miller tire dealers in Eastern Virginia.

John B. Alsop, manager Alsop Motor Corporation, returned yesterday from a business trip to the Maxwell and Chalmers factories, at Detroit, Mich.

Schultz Harness Company, located at 405 East Marshall Street, is handling automobile accessories.

SAYS GOOD ROADS ARE NOT INJURED BY HEAVY TRUCKS

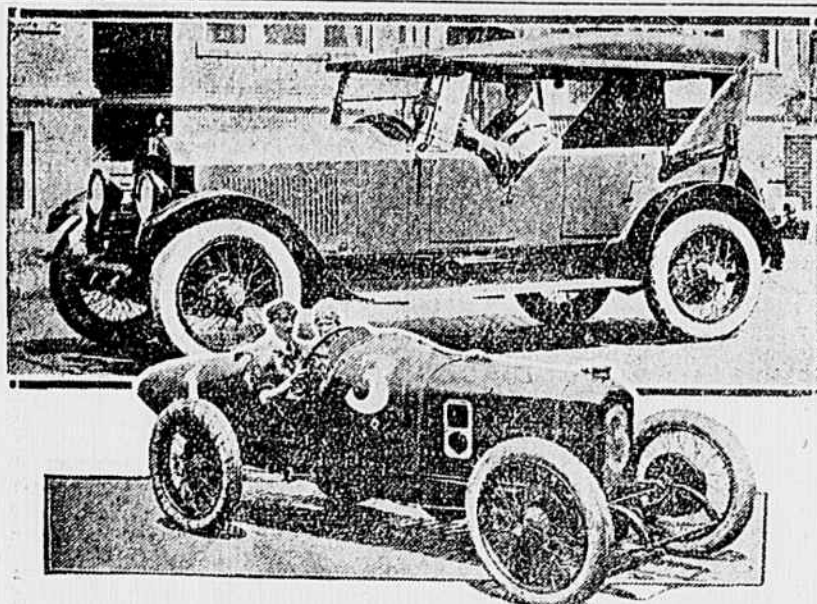
Car Builder Urges Action in Highway Law Among Nation's Farmers.

"There are two important reforms necessary for the progress of the agriculturalist," said Mr. R. S. Davey, general manager of the Bethlehem Motors Corporation, recently at a small gathering of visiting manufacturers at Allentown, Pa. "One is through legislation for extension and improvement of road conditions in farm districts; the other is for the alteration of terminal facilities, such as stock yards. There is no intention, he pointed out, to antagonize any particular localities for this condition of their roads, since roads are, after all, for the most part a local proposition within the State."

"But," said Mr. Davey, "our purpose should be to encourage road building in a general manner throughout farm districts. Many local authorities in all parts of the States are antagonizing the motor truck as being destructive to roads. It is that spirit which we must win over—not stamp out. It is recognized now by all road authorities that where roads used by trucks do not stand up it is the fault of the road, not the truck. In California they have some cement roads that are used constantly by hop and fruit growers running constant trains of trucks. These roads support any wear. We must agitate in a friendly way for such kind of good roads. That will not only eliminate a gigantic sales obstacle for all truck manufacturers, but will also win for use the friendship of the truck owners."

Mr. Davey then spoke of stock yards, showing how improvements can be made generally to help the farmer in his use of the motor truck for transportation of live stock. The hauling of live stock is one of the most practical uses of the truck. It was stated, because driving the live stock over the road either all or part of the way to market means a loss of flesh and detriment to physical condition of the stock. For economy and minimum wear on the cattle, truck transportation is better than any other. Loading platforms should be built along the roadways for loading and unloading cattle on motor trucks. At stock yards in many places proper facilities for loading trucks are not installed, and should be encouraged. Stock is frequently made to jump off the trucks because the present runways are not accessible to motor trucks.

"These conditions will be remedied by the natural progress of the farmers



"Howdy" Wilcox in his Racing Car and in his New Cole Eight.

GOOD ROADS MEAN CHEAPER MILK, SAYS TRUCK MAKERS

Hauling of Larger Loads Will Mean
Cheaper Per Ton Cost in Dairy.

"The amount of money which the government will spend this year in building good roads is going to be the means of an actual saving to the general public in a great many ways," says A. C. Burch, vice-president of the Clyde Cars Company, manufacturers of Clydesdale Motor Trucks, Clyde, Ohio.

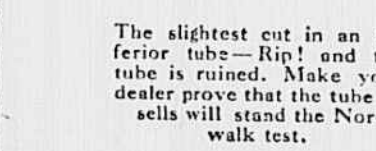
"Take for instance the dairy business. The dairy business looks up today as one of the largest users of motor trucks, and better roads will facilitate the handling of dairy products and facilitate their delivery to the ultimate consumer, at a resultant saving."

"Four million tons of milk were hauled over Wisconsin roads last year. Consider the magnitude of the saving that would be accomplished through better roads. The average haul of this milk was about three miles, or 12,788,000 ton-miles."

"If the average loss caused through the smallness of the load due to bad roads, the additional time consumed, the deterioration of the quality through delay, is 10 cents per ton-mile, it would make a loss of approximately \$1,280,000 a year to the farmers of Wisconsin."

"Good roads would mean that this \$1,280,000 would be saved by the ultimate consumer."

"We are particularly interested in this feature because of the unusually large number of dairy concerns that are using Clydesdale trucks exclusively."



The slightest cut in an inferior tube ruins it and the tube is ruined. Make your dealer prove that the tube he sells will stand the Norwalk test.

One-Two-Three-Go!

One—That's the scissors test. It proves that Norwalk Tubes red and gray, do not rip. It shows that cuts from puncture or blow-out can always be repaired.

Two—That's the Norwalk floating stock* Tube itself. You will say it's the highest quality tube made.

Three—And then you're ready for the Norwalk Casing. You will ask for it after the Norwalk Tube has proved the Norwalk standard. The Norwalk, either cord or non-skid fabric, has a black tread and snow white sidewalls.

If your local dealer cannot supply you, write to

General Auto Supply Co.,
Lane Bowles,
Moorman Motor Co.,
W. M. Whaley & Co.,
Standard Rubber Tire Co.,
T. V. Short Auto Supply Co.,
Richmond, Va.
Bristol, Va.
51 Commercial St., Norfolk, Va.
220 Bank St., Norfolk, Va.
Petersburg, Va.

NORWALK TIRE & RUBBER COMPANY
Makers of Casings, Cord and Fabric, and of Tubes, Red and Gray
Norwalk, Connecticut

*Floating stock to the rubber industry means what 24K gold means to a jeweler. It is a definite standard of quality. It means rubber that will float in water. Cut a piece of Norwalk rubber and see. File away a dated sample of Norwalk Tube and others and compare them at the end of a year.

You are going to hear a lot more about Norwalk quality. But don't wait. Start saving your mileage-money now. Ask us for a sample of Norwalk rubber.



NORWALK
TUBES and CASINGS

sively. In fact, Clydesdale trucks are well adapted for any business which must make trips on schedule time.

This is due in no small measure to one mechanical feature of the Clydesdale called the "Driver under the hood." This wonderful little instrument automatically regulates the fuel supply to meet road and load conditions. It will keep the truck at a constant speed at all times, thus insuring prompt schedules.

STRONG METALS REQUIRED IN BUILDING AUTOMOBILES

Vice-President of Studebaker Corporation Tells of Materials Used in Cars.

The type of material used to make up the chassis of the new Studebaker cars, according to M. F. Wollering, vice-president of the Studebaker Corporation, in charge of engineering and production, is the very highest grade obtainable.

"The use of chrome-nickel and chrome-manganese steel," says Mr. Wollering, "is made on parts where a combination of toughness, hardness and exceptional fatigue properties are demanded. The physical properties are increased from 50 to 75 per cent over those obtained by the use of the non-alloy steels."

"The cylinder block is cast from a carefully prepared 'mix' which pro-

duces a close-grained, exceptional-wearing, semicasting. The connecting rods and crank shaft are forged from quality forging steel and heat-treated to give a large factor of safety. The connecting rod bolts are of alloy steel heat-treated to give a breaking load of 120,000 pounds per square inch, while the cam shaft and push rods are given a glass-hard wearing surface by the process of case-hardening.

"The front axle is of the highest quality forging steel and heat-treated so as to produce an axle which can be bent double as well as having suffi-

cient stiffness to withstand all loads and shocks to which it would be subjected with the most severe driving conditions. The steering knuckles and

knuckle pins are of chrome-vanadium steel, so as to produce the toughest and most fatigue-resisting properties possible."

If Your Auto Breaks Down

Day or Night,
Call Randolph 4077.

AUTO SUPPLIES AND
REPAIRS.

Richmond Auto

Service Corporation

709 West Broad Street.

SATISFACTION AND SERVICE OUR AIM



We do what others say is impossible to fix—the blowout for you.

We retread them and make them look like new. We make 2-in-1 Tires. Also fix your Bicycle Tires. Give us a trial.

Auto Retreading Co.

EIGHTEENTH AND MAIN STS.
Come In and Look Our Plant Over.

(Out of Town Trade Send Tires by Parcel Post.)

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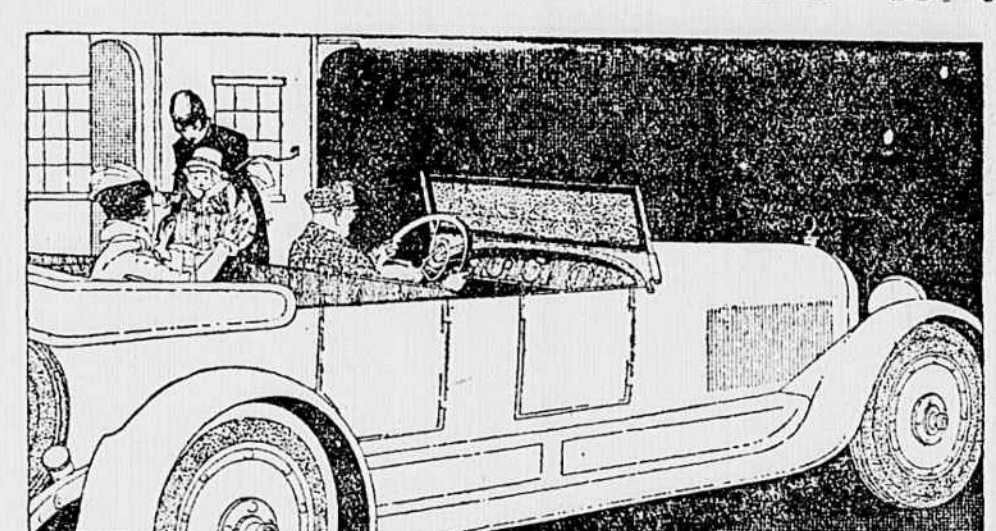
**Richmond
Storage Battery
Co.**

DISTRIBUTORS,
1504 West Broad Street.

We furnish Gould Batteries for any make of car. Repair and charge all makes of batteries, also Starting and Lighting Systems.

Phone Randolph 374.

JORDAN



From Across the Sea

That dreary monotony of line and color created by blind imitation inspired Jordan to seek a new design from across the sea.

And the new Silhouette fresh with the inspiration of France—full of the suggestion of coming styles, heralds the new and marks the passing of the old.

Like the charming woman of today it is a little more slender—more chic—more gay.

The hood with twenty-nine louvers is just a trifle higher, with slanting sport type windshield.

The body is just a trifle lower, with deep, soft-cushioned seats resting almost on the floor.

Doors are wide-opening. Mouldings are rectangular. There is a new French angle at the dash. The top edge is refreshingly flat—without the slightest trace of bevel.

Top is as carefully tailored as a woman's hat. Artistic hardware. Patented noiseless spring shackles. Cord tires. Furnished in Brewster Green or Burgundy Old Wine—for either four or five passengers.

Hugh K. Dabney

DISTRIBUTOR.

411 North Harrison Street. Randolph 623.

Jordan Owners will find courteous and efficient service here at all times.

JORDAN MOTOR CAR COMPANY, CLEVELAND, OHIO

RICHMOND MOTOR Co. Inc.
Superior
Daylight

**Ford
Service**

Broad and Tenth

LOCATION—ORGANIZATION—EQUIPMENT

We Have It All